

ROUs: 1110/1210/1310/1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales		Retail	
1221		1222	
1222		1223	
1223	5	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240	AE		
1244	JM	RSM	RBM

51847 2009

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

160 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 29, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

SEPTEMBER PROMOTION (#701143): DORAL B2G1F

Dear Paul:

Doral B2G1F *pre-sleeved* product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. **796** SKUs of shipper Displays (item #530030) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				EFT \$ Amount
		LIGHT	LT MEN 100	LT 100	FF 100	
	UPC Code	12300-22588	12300-22592	12300-22589	12300-22590	
ER1893-01	B2G1F / CT	2	2	2	1	\$1,024.28
ER1894-01	B2G1F / MA	4	4	4	2	\$1,720.95
ER1895-01	B2G1F / NH	1	1	1	0	\$474.09
ER1896-01	B2G1F / NJ	2	2	2	1	\$1,087.28
ER1897-01	B2G1F / NY	20	20	20	11	\$10,005.71
ER1898-01	B2G1F / OH	1	1	1	0	\$509.19
ER1899-01	B2G1F / PA	23	23	23	12	\$13,237.48
	TOTALS	53	53	53	27	\$28,058.98

Product Arrival:

August 25, 1997

Shipper Displays Arrival (Consolidated):

August 28, 1997

Ship Date to Retail:

Week of September 15, 1997

Item #530030 (Displays)

SKU CUBE :

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

51847 2010

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LIGHT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
(USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$911.40 (65.10 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51847 2012

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

SEPTEMBER: DORAL B2G1F / PROMOTION #701143

RETAIL DISTRIBUTION DATE: 9/15/97

RETAIL DISTRIBUTION DATE: 9/15/97				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RJ	VT	
A-PLUS/ ATLANTIC/ SUNOCO	264	See List	286	1	2	22			2	3	93		160	3		
BP OIL	45	See List	46										46			
COASTAL MART	35	1	35							9			26			
COOKS CONVENIENCE	6	See List	9								9					
CONVENIENCE EXPRESS	5	1	5								5					
COUNTRY FAIR	70	See List	89								13	8	68			
DAIRY MART	27	1	27										27			
EXPRESS MART / PETR-ALL	36	See List	40								40					
F.L. ROBERTS	16	See List	18	5		13										
KRAUSZERS	10	1	10	10												
MANLEY'S MART	9	See List	25								25					
MOBIL	97	1	97	10		21			11	9	39		4	3		
7/11 - HANDEE MART	23	1	23				1					9	13			
SUGARCREEK	40	1	40								40					
SUNRISE FOOD	16	See List	17								17					
INDEPENDENTS & SMALL CHAINS	25	See List	29	1		3	2		1	3	15		4			
TOTALS	724		796	27	2	59	3	0	14	24	296	17	348	6	0	